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Advertising Age

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No '1985' Super Bowl for Apple

Will halftime stunt replace ad?

By CLEVELAND HORTON

Apple Computer has pulled the blockbuster commercial it planned to air during the Jan. 20 Super Bowl as a sequel to its highly acclaimed "1984" on last year's telecast.

The new, somewhat surrealistic commercial was produced in London, with a cost running into six figures. Although Apple had not purchased time during ABC-TV's coverage of the Super Bowl, it had intentions to do so until deciding otherwise last week.

The No. 2 personal computer marketer apparently decided its 1985 marketing goals would not be served by head-to-head comparisons with last year's spot.

The Cupertino, Cal.-based company will not abandon the Super Bowl, however. The National Football League licensed it to distribute seat cushions bearing the Apple name and logo to the 85,000 spectators. Sources predict an Apple halftime event in which spectators will hold up the cushions to spell out a message. Apple denied any such plans.

If Apple stages a halftime demonstration, it would fit with company philosophy on "event marketing" as well as place the company's name squarely in front of Super Bowl XIX's tv audience.

Discussions about airing the sequel to the '84 superspot took place at the highest executive levels within Apple.

As recently as Christmas, the computer company appeared to be leaning toward airing the new commercial.

Although the decision to broadcast the "1984" spot also came after a debate that lasted almost up to airtime, that argument was forgotten when the dramatic commercial attracted worldwide publicity for Apple and its new Macintosh computer. The spot depicted a woman eluding guards to smash a screen filled with the face of a Big Brother figure, reprising the theme of the novel "1984."

This time around, it was argued, an attempt to top "1984" could divert attention from the purpose of Apple's 1985 strategy. Media and industry analysts, it was believed, would discuss whether Apple had succeeded in creating another masterpiece, and the impression would be that Apple was interested only in a creative competition against itself.

In addition, Apple sources indicate the new commercial, again created by Chiat/Day, contains a theme that might offend prospects Apple wishes most to attract: Business executives. According to sources, the commercial shows blue-suited businessmen marching in lockstep, singing, *a la* Walt Disney's ditty from "Snow White,"

(Continued on Page 68)

Super Ad Bowl

Preview the Super Bowl ad lineup, including hockey great Bobby Orr for Cullinet Software (above), on Page 2.

Hardee's, B&B part ways

Special orders upset shops

By BRIAN MORAN and SCOTT HUME

Another bout of creative turmoil has hit agencies serving national restaurant chains, with Hardee's Food Systems becoming the latest chain to shop its account—a $35 million chunk of business exiting Benton & Bowles, New York.

Hardee's dissatisfaction with B&B's copy strategy and lackluster consumer response to B&B's 1984 campaign for the hamburger chain triggered a "joint decision" to severe the 10-year relationship, according to a Hardee's executive.

Hardee's informed B&B of its decision during a monthly meeting with franchisees, attended by B&B, last week at the chain's Rocky Mount, N.C., headquarters.

"The relationship had grown somewhat stale," said Ron Wertheim, Hardee's exec vp-marketing. "Through the years they supported us very well, but we just couldn't agree on where to go from here strategically."

Benton & Bowles announced Jan. 11 that it had "mutually agreed" with Hardee's to terminate their relationship.

"We and the Hardee's people have been unable to come to agree-

(Continued on Page 66)

Advertiser salaries

Senior marketing posts, such as the vp-marketing title, showed the greatest salary increase last year, though general management posts above that showed bigger gains. Source: Judd-Falk Inc.

Title (experience)	1984 salary ($)	1983 salary ($)	1984 salary range ($)	1984 bonus (%)
Product manager (2-5 yrs.)	46,892	46,892	30 - 66,000	10 - 30
Group product manager (5-8 yrs.)	61,420	55,800	40 - 90,000	10 - 30
VP-marketing (8-10 yrs.)	105,367	78,000	75-150,000	30 - 50
Exec vp (10 yrs. +)	150,000	115,000	125-180,000	50-100
Director/president	290,000	147,000	200-375,000	60-100

Agency salaries

All the major agency posts showed substantial salary increases in 1984. Source: Judd-Falk Inc.

Title (experience)	1984 salary ($)	1983 salary ($)	1984 salary range ($)	1984 bonus ($)
Account executive (2-4 yrs.)	32,897	28,000	25 - 40,000	4,000
VP-account supervisor (5-8 yrs.)	47,524	39,225	35 - 65,000	10,000
VP-mgmt supervisor (8-10 yrs.)	69,184	55,000	55 - 90,000	20,000
Senior vp-mgmt supervisor (10 yrs. +)	95,375	65,375	78-125,000	22,000
Exec vp (10 yrs. +)	165,000	125,000	150-175,000	40,000
President	300,000	200,000	250-400,000	75,000

New year leaves top execs basking in happy pay daze

By STEWART ALTER

NEW YORK—Senior advertising and marketing execs scored salary gains of 35% to 45%, or more, last year. That's double the hefty 15% increase over 1983 salary levels recorded last year by advertising and marketing execs as a whole.

In addition, advertiser salaries continue to outstrip agency salaries for comparable posts.

These conclusions come from figures compiled by Judd-Falk, a management consulting and executive recruitment company, as part of its annual advertising and marketing compensation study.

The average senior vp-management supervisor, for example, made $95,375 in 1984, a 45% boost over his '83 salary.

A vp-marketing made an average $105,367, up 35% from '83.

"Advertiser salaries still lead comparable advertising agency position salaries by a significant margin," a difference of 30% at senior levels and 60% at more junior levels, said Judd-Falk president Eugene Judd.

Salary increases seemed to be slim or nonexistent for some job titles, which reflects another trend, Mr. Judd added.

"A client may be looking for a marketing director and be willing to pay $75,000. When they learn that someone with that title typically earns $100,000, they'll agree to look instead for someone to call marketing director but without the same depth of experience," he said as an example.

Mr. Judd also observed, "Entry-level marketing positions are almost $35,000, due in great part to heavy on-campus recruiting at top-tier graduate schools by consulting firms, bank and investment companies and the major consumer package-goods corporations."

Last Minute News

B&D account tools over to McCann

TOWSON, MD.—Black & Decker Mfg. Co. is expected to announce today its appointment of McCann-Erickson Worldwide, New York, to handle advertising for all of B&D's worldwide markets, with the exception of North America, which will remain at BBDO, sources say.

Marschalk loses $5 million in Chattem business

NEW YORK—Chattem, Chattanooga, Tenn., and Marschalk Co. here have mutually agreed to part company due to potential account conflict in proprietary products. Chattem executives say billings are about $5 mil-

(Continued on Page 8)

Detroit embarks on

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CONGRESSIONAL INFO SERVICE
SRI ACQUISITIONS
4520 EAST-WEST HWY #800
WASHINGTON DC 20014

New spots spice up Bowl ad watching

An Advertising Age roundup

Super Bowl XIX is expected to attract the largest tv audience in football history, and that should take some of the cost pressure off the media mavens who agreed to give ABC-TV $1 million of their clients' money for a fleeting minute in the Jan. 20 game.

But for some of the creative types at the agencies representing the 27 advertisers in ABC's broadcast, the pressure won't subside until the Miami-San Francisco matchup is turned over Jan. 21 to an anticipated 120 million Monday-morning quarterbacks.

The Super Bowl coverage, including pregame and postgame shows, has become one of the preeminent showcases for advertising creativity. Several major marketers, including McDonald's, Sony, ITT, ComputerLand and Cullinet Software, will be breaking new campaigns. Others, primarily the traditional big sports advertisers, plan new executions of existing campaigns.

ComputerLand, the leading computer store franchisor, will shift the emphasis of its advertising away from the store to focus on the chain's sales staffs.

The move by the Hayward, Cal.-based company is seen as an attempt to combat its image as a low-price computer vendor offering little or no customer support. During the hectic Christmas season, many ComputerLand franchisees slashed prices of popular computers to build volume.

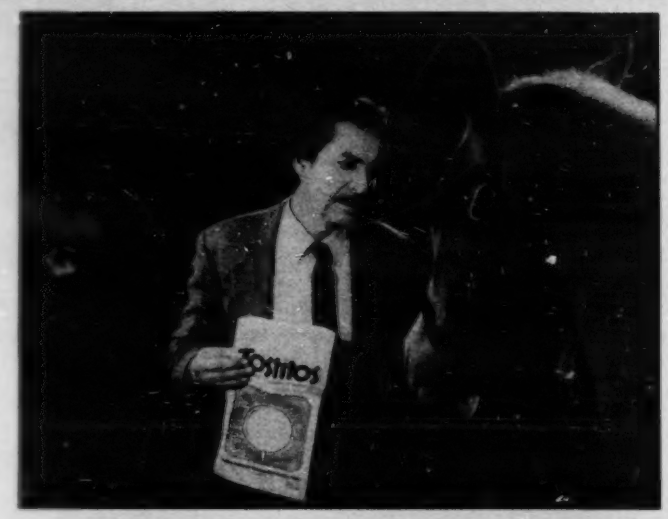
The new campaign features the first creative for ComputerLand from Foote, Cone & Belding, San Francisco, since it acquired the business late last year from J. Walter Thompson USA. A new tag, "ComputerLand—the one thing to know about computers," replaces "There's only one No. 1," introduced in August.

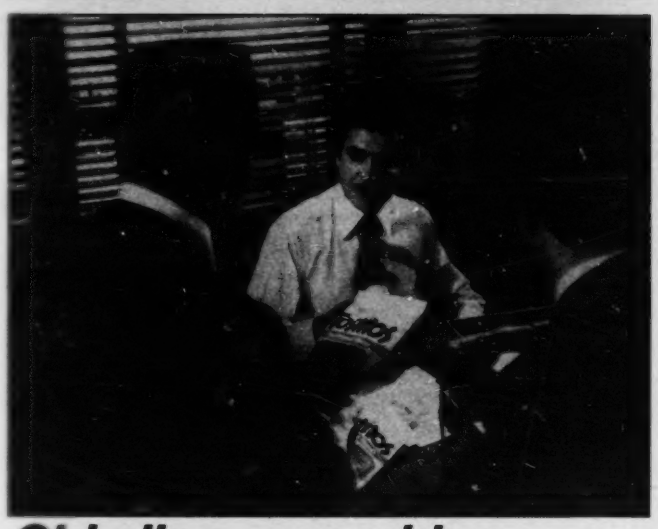
Fred Whelan, ComputerLand's director of advertising, admitted that the Super Bowl buy is expensive, adding that "if we weren't breaking a new campaign we wouldn't have made this buy."

Cullinet Software will break its first tv ad campaign on the Super Bowl in a spot featuring ex-hockey star Bobby Orr. Cullinet, Westwood, Mass., will highlight its roots as a marketer of software for large IBM mainframe computers in a pitch for the company's growing presence in the microcomputer software market.

Cullinet's tv spot, created by Rizzo, Simons, Cohn, Boston, is designed to alert corporate executives to

(Continued on Page 69)





Old clips, new chips

Frito-Lay, Dallas, has spliced Tostitos spokesman Fernando Escandon into scenes from "Mr. Ed" (top), "Dragnet" and "Leave It to Beaver." Tracy-Locke, agency for the tortilla chips, matched original clips from the old tv series with its yuppie-oriented message. The spots also include the laugh tracks of these favorite shows. *(See story on Page 65).*

Highlights

A survey by SRI Research Center found that most respondents who expressed an opinion believe beer and wine advertising should continue to be permitted on tv. *See Page 4.*

Albert Ferrarese, the former Benton & Bowles exec jailed for embezzling $3 million from the agency, has been released after serving six months of a one-year sentence. *See Page 6.*

Imported beer advertising on radio will increase substantially in major markets, according to a business forecast report from Jack Masla & Co., a radio rep company. *See Page 10.*

Campbell's soup pot is overflowing with new products as the company this week begins its celebration of National Soup Month. *See Page 26.*

Marketing on the road: Many of the 1985 model cars with Japanese or American names are using their looks and their ads to try to disguise themselves as European autos. *See Page 32.*

The fine art of writing humorous commercials isn't acquired overnight. Author Melvin Helitzer offers some pointers in his book "Comedy Techniques for Writers and Performers." *See Page 36.*

Austin, Tex., is hot as a match. The population has doubled in the last 12 years to 400,000, hundreds of newcomers are arriving each month and the fortunes of pastor Gerald Mann are pushing up as swiftly as the city's. In Reportage. *See Page 48.*

Robert Flore's proudest work, for Taylor California Cellars wines, helped prepare him for his new job as exec vp-director of creative services at Warwick Advertising, where he will work with Joseph E. Seagram & Sons. *See Page 54.*

Coldwell Banker Real Estate Group's new residential campaign is by all accounts an unusual real estate pitch. It uses the latest in special effects to convey that Coldwell Banker stands out from the pack of home-selling companies. *See Page 61.*

McCann-Erickson had been expected to name a new general manager for its New York office. Instead, the agency named two deputy managers for the office. *See Page 64.*

CORPORATE CLOSEUP

Teledyne Water Pik, the company that harnessed pulsating water to bring the world the Water Pik and the Shower Massage, is looking for at least three new products a year to regain its momentum. *See Page 4.*

FORUM

Robert S. Vollowitz discusses the marriage between product management and marketing. *See Page 14.*

M'waukee native Michael Muckian explains "How to Milwaukee." *See Page 14.*

INTERNATIONAL

In Japan, women dominate the consumer market, and their influence will grow as more and more enter the job market, according to two new studies. *See Page 40.*

South Africa is the scene of a battle for control of a new commercial tv station. The government-owned tv monopoly is planning to strengthen its hold over tv, but is opposed by several newspaper groups. *See Page 40.*

British lawyers and accountants are bombarding the media with controversial ads, prompting charges that these ads violate self-regulatory codes. This stems from the government's decision last fall to permit these two professional groups to advertise for the first time. *See Page 42.*

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Coke: 'Hi' time for new shops

By NANCY GIGES

Two top Coca-Cola Co. marketing executives are talking to New York ad agencies in what is described as "getting acquainted" sessions.

Ira Herbert, exec vp-corporate marketing director, and Sergio Zyman, senior vp-marketing, Coca-Cola USA, the marketer's domestic soft-drink division, already have met with Doyle Dane Bernbach and Chiat/Day. They also have a meeting slated with Ogilvy & Mather and may seek to meet with a fourth agency.

Both Mr. Herbert and a corporate spokesman emphasized that the meetings are "not unusual" and have nothing to do with current agency assignments or relationships.

Atlanta-based Coca-Cola has a long-established relationship with the Interpublic Group of Cos. and does not shift agencies capriciously. Yet, for several months there have been reports that Coca-Cola is not entirely satisfied with its agency lineup.

Reports have circulated that some executives want more unconventional creative as well as a strong relationship with an agency outside Interpublic.

Interpublic shops Marschalk Co., McCann-Erickson and SSC&B handle the lion's share of Coca-Cola's business.

This round of meetings with other agencies is not seen as a review in the usual sense. Mr. Herbert said he "periodically though not regularly" picks three or four agencies and meets with them.

"The intent is to build a backlog of familiarity with what's out there," he explained. "It has nothing to do with any dissatisfaction with our current agencies. We are happy with them.

"But you never know when a project might come up. So we like to keep our fingers on the pulse of the agencies that would be available to us."

The meetings will not result in a specific assignment—either new-

(Continued on Page 66)

Thursday:

City and regional publications continue to sprout in the U.S., illuminating their strength as an ad medium and as integral elements of their communities. How they pursue national advertisers will be included in next Thursday's Special Report: City & Regional Magazines.

INTERNATIONAL

Women in Japan: A growing force

Studies cite role changes

By JACK BURTON

Tokyo—Japanese women dominate consumer markets here, and their influence will grow as more and more women enter the job market, according to two new studies.

This is the latest evidence that Asian markets, such as China *(see story below)* and Japan, are developing along U.S. lines.

In Japan, young unmarried women, who live with their parents, have disposable incomes that can amount to $750 to $1,000 a month, according to a survey by the Japan Newspaper Publishers and Editors Assn.

The survey also showed 28% of these young "office ladies," as they are known here, are able to afford fur coats, while about 50% say they own a dressing table, stereo and color tv.

Because Japanese husbands are accustomed to handing over their paychecks to their wives, women entirely control about 80% of all household budgets in Japan, the survey showed.

And the economic power of Japanese women is likely to grow as more housewives enter the job market either full or parttime, according to Mariko Fujiwara, editor of a new study called "Japanese Women in Turmoil," published by the Hakuhodo Institute of Life & Living.

The institute is a research group affiliated with Hakuhodo, Japan's second-largest ad agency. The study will be released this fall.

Ms. Fujiwara said that, until recently, most married women chose to stay at home and raise a family. But an emerging trend among housewives to divide their time between home and work reflects "their dissatisfaction over their conventional role," she said.

Going to work is "part of a search for a life style that will provide them with some sense of having better control over their lives," she said. "Japanese women are feeling restless and confused. They want more than material goods and are searching for outside experiences."

Because of the market clout of women, Dentsu recently established an affiliate called Dentsu Eye to concentrate on advertising and marketing to women.

The changing role of women also will have several major ramifications on the Japanese market, according to Ms. Fujiwara.

She said marketers are trying to develop services that will fulfill females' quest for experiences outside the home, including health and sports programs and more forms of entertainment.

The JNPEA survey found that 90% of female office workers participate in some type of sports.

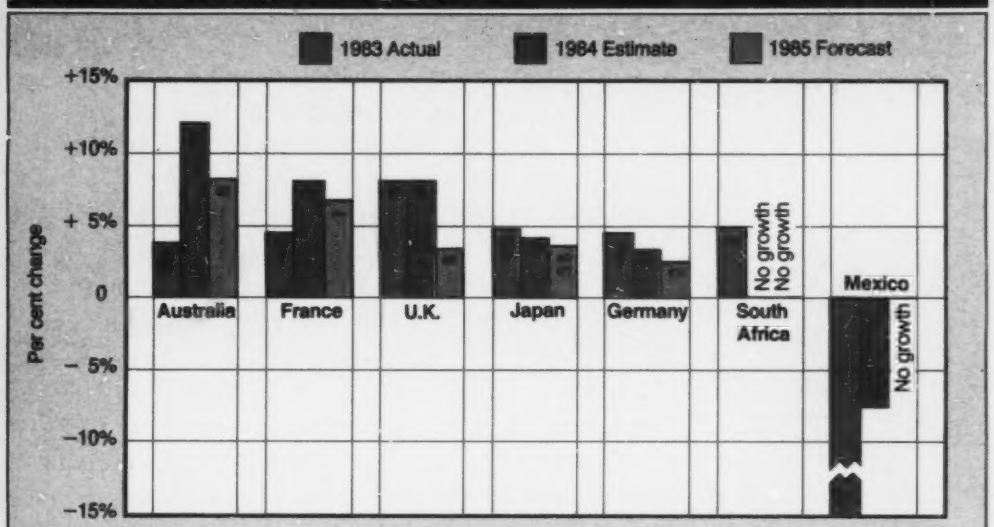
Also, Ms. Fujiwara projected an increase in the purchase of high-quality products ranging from sports equipment to home computers. Also high on the list are electronic devices, such as microwave ovens, that will permit women to spend more time outside the home.

Ms. Fujiwara also noted that women are becoming more selective about product quality as their sources of information expand through their increased outside activities. At the same time, they are more willing to buy "generic" products for everyday household use to keep the family budget in balance.

But she also said marketers should expect a lower rate of growth for other household items.

"The market is already reaching the saturation point, since most homes have such basic appliances as tv sets and refrigerators, and there is not space for much more in the typically small Japanese houses," she said. "Manufacturers of household goods are acknowledging that the days of 'hit products,' when the appearance of a new appliance swept the population, are over."#

Worldwide ad spending growth



Foreign growth matches U.S.

Ad spending hike predicted for '85

An Advertising Age roundup

The long-awaited upswing in international advertising expenditures—matching or surpassing growth in U.S. expenditures—is finally taking place.

That's the major conclusion of an Advertising Age survey of marketing, media and agency executives in eight countries and the U.S. The survey measured the growth of advertising expenditures in 1984 and projected growth for this year.

While these sources agree that growth in overseas ad spending in 1984—an average of 6.5% in major markets—cannot compare with the banner year in the U.S. (where advertising expenditures grew 15%), many predict the story will be different this year with international advertising expenditures surpassing the U.S.

Robert J. Coen, senior vp-director of forecasting at McCann-Erickson, reports overseas ad expenditures could reach 10% next year compared with 9.7% for the U.S. as overseas economic conditions improve and the U.S. economy weakens in the second half of 1985.

Because he converts overseas spending into dollars, the percent-

(Continued on Page 42)

Western products score hit in China

By SUE GIRDWOOD

Consumers in the People's Republic of China have become increasingly materialistic ever since the country adopted its "open door" policy in 1978, according to a recent survey.

In the survey, interviews were conducted with a representative sample of 800 adult residents of Guangzhou (Canton), population 3.1 million. It was conducted by Hong Kong-based Walmsley Ltd. for 10 international and multinational companies.

The survey studied ownership levels of household durables, including both b&w and color tv sets, refrigerators, washing machines and cassette recorders. It also examined tv and radio audience levels and readership characteristics.

The survey showed that consumer purchases in Guangzhou have increased significantly over the past two years, and that a sizable market for imported goods has been created, said Walmsley's managing director, Loretta Lee.

The research revealed that prior to 1978, when China began its open door policy, which encouraged investment by foreign companies and relaxed restrictions on tourism, ownership of consumer durables was restricted to sewing machines and electric fans.

But now almost every household owns a tv set, 83% own rice cookers, 73% own cassette recorders and 50% own refrigerators, according to the research. Also, almost 65,000 households will buy an imported brand of color tv set during the coming year, and at least 35,000 plan to buy a foreign-made refrigerator, the survey said.

Foreign brands enjoy leading positions in the coffee, infant formula, milk powder and full-cream powdered milk markets.

The survey also showed that of Guangzhou's estimated 600,000 smokers, 66% purchased an imported brand of cigaret during the previous six months and 25% smoke a foreign brand regularly.#

South Africans pushing for U.S.-style tv programing

By DES KILALEA

Johannesburg—A battle for control of a new commercial tv station is raging in South Africa, where pressure is building for more entertaining, U.S.-style programing.

The government-owned tv monopoly is planning to strengthen its hold over the nation's tv channels, but the move is opposed by several newspaper groups.

The tv monopoly, South Africa Broadcasting Corp., has proposed the creation of a new "entertainment" channel called TV Four. The new channel, if approved by the government, would be in addition to SABC's three other channels.

A group of newspaper publishers favors the idea of a new channel, but opposes letting SABC control it. Instead, publishers want to run the channel themselves.

Their reasoning is simple: SABC's three other channels accept advertising and have been eating away at the print media's advertising revenues. If SABC were allowed to have another channel, the newspaper group's ad revenues would suffer additional losses.

The government is investigating whether SABC should be allowed to operate the new channel or whether the channel should be independent.

The newspaper groups, which include SA Associated Newspapers and rival Argus Printing & Publishing, have put together a proposal to take complete control of the channel if it gets the green light, believing it to be their salvation from failing advertising revenues.

Advertisers also have welcomed the new tv channel. "Any new advertising medium is interesting to us, particularly if it is in tv, where demand is high," said a spokesman for Checkers, a leading supermarket chain.

The ad industry also is interested in seeing tv increase its share of the national ad market, said Dick Reed, media director at J. Walter Thompson Co. here.

He said that in the 12 months ended last October, tv held a 26% share of the total ad market and that a 29% share has been forecast for 1985.

If the forecast is true, the losers certainly will be the newspaper groups, whose share of the total ad market has fallen from more than 63% two years ago to between 58% and 60% now. That's why print executives are keen to grab the burgeoning tv ad revenue pie.

If newspaper groups are granted authority to run the new channel, it would mark the second recent attempt to break SABC's tv monopoly.

On Jan. 1, 1984, Bophuthatswana Broadcast TV, the first black-controlled tv station in South Africa, was launched in Bophuthatswana, a "nonrecognized nation" within the boundaries of South Africa.

The station initially was restricted by SABC to two residential black townships, but the station's signal began spilling over into nearby white areas and became surprisingly popular with white viewers because of the station's mix of mostly U.S. shows.

As a result, SABC blocked out the spillover and limited viewership to black regions, even though the move prompted a protest campaign from white viewers, who enjoyed such programs as "Streets of San Francisco" and "Ironside."#

INTERNATIONAL

Ads for British professionals stir furor

By SEAN MILMO

LONDON—British lawyers and accountants are bombarding the media with controversial ads, prompting charges that these ads violate self-regulatory codes.

The controversy stems from the British government's decision last fall to permit the two professional groups to advertise for the first time.

So far, the biggest response to the ads has come from lawyers and accountants themselves, who have attacked their colleagues for allegedly breaking rules drawn up by each group to replace the self-imposed advertising ban.

In the U.K., there are two kinds of attorneys. One is the barrister, who only practices in court and is not allowed to advertise. The others, who work outside the courtroom, are known as solicitors and are now allowed to place ads.

"The number of solicitors advertising has been higher than anticipated," said Brian Copper of the Law Society, the lawyers' professional association. "But we also have a lot of other solicitors claiming that the rules have been broken. We've had to warn some advertisers who seem to have gone a little over the top."

The society has forbidden tv spots, comparisons with other lawyers' services, any quotation of fees and has demanded that all ads be in good taste.

One of the more creative campaigns was for the law firm of Hill & Perks. Print ads asked, "Don't you wish you'd used a solicitor?" and showed cartoon drawings of historical figures such as King John being forced to sign the Magna Carta and Anne Boleyn about to be beheaded at the behest of King Henry VIII. Publicity Plus handled the campaign.

An ad for a U.K. legal firm features a cartoon of King John.

But despite the spate of ads, lawyers admit it will take some time to learn the impact of their efforts.

"We haven't had people streaming through the door," said a partner at one law firm.

Meanwhile, accountants have advertised so much that sources say they expect the group to spend as much as $12.7 million annually on advertising, an amount equivalent to about 5% of the U.K.'s total advertising for financial services.

But, like lawyers, accountants are also criticized among their own ranks for breaking the rules, and the Institute of Chartered Accountants has had a flood of protests about allegedly unprofessional ads.

For example, Coopers & Lybrand, the nation's second-largest accounting firm, was criticized for breaking a regulation that restricts print ads to a quarter-page.

Through its agency, Leagas Delaney Partnership, C&L ran full-page ads which it claimed were exempt from the restriction because they were recruitment ads.

The quarter-page rule is to protect smaller accounting firms from being outgunned by larger, wealthier competitors, but has aroused a furor.

"We've taken care to ensure our ads keep to the quarter-page limit to the nearest millimeter," said Geoffrey Parker, advertising manager of accountant Touche Ross & Co. "But some of our competitors have taken no notice of the rule. I've seen ads covering two-thirds of a page. It's absurd to allow full-length tv commercials but only quarter-page ads."

The institute also barred advertising that makes "odious comparisons" or is "strident in tone."

Norman Barton, secretary of the institute's ethics committee, admitted, "Some of our members have gone close to the edge."#

World News Roundup

(Continued from Page 3)

for the first time on British tv in a six-month experiment beginning Jan. 23 with live coverage of a debate in the House of Lords.

PARIS—NCR France, the fifth-largest computer manufacturer here, is reviewing its $1.2 million account. Five agencies are pitching, including the current shop, Oscar. A decision is expected next month.

ON THE MOVE: Philip Sheldon, a former marketing consultant, to advertising director, Bass PLC, London, a new post. . .**Jose Luis Zamorano** resigned as executive creative director, RSC&G Spain. **Carlos Villegas**, creative director, RSC&G Madrid, will replace him.

Spending

(Continued from Page 40)

age in local currency terms would be much higher.

"The economy and consumer markets have been down so long, but now we are starting to see more competition, more investment and more marketing," Mr. Coen says about overseas spending.

Leading the upswing in 1984 was Australia, where spending soared 12% in local currency with inflation factored out. That figure is much higher than the earlier outlook of 4%.

"That's the result of a very good economic and political climate, like the U.S., which makes consumers want to spend," says Willi Schalk, president of BBDO International Group. It's the first time in several years Australia has seen significant real ad growth.

The financial sector has seen the greatest growth, about 17%, says Peter Long, federal director of the Australian Assn. of National Advertisers. Automobile marketers also have boosted spending considerably, some as much as 30%.

The outlook for ad spending in 1985 is 8%, somewhat lower than 1984 because of fears of a downturn in the U.S. economy, which some say could adversely affect the Australian economy.

France also had an outstanding year, with ad spending rising about 8% in real terms in 1984, double the increase in 1983. Lower inflation levels and increased advertising opportunities on tv and radio helped lead the upswing.

The biggest growth sector in 1984 was computers, up 33% over 1983, and health & beauty aids, up about 20%.

The outlook for ad spending in 1985 continues to be strong, up 7% or more.

The U.K. had a rosy year, too, with ad expenditures rising 8% in real terms. Ad spending in the last three years has gone up about 20%, a figure that astounds many people in the advertising industry.

"We have, in particular, been surprised by the amount of money that continues to go into tv," says Andrew Roberts, market services director of D'Arcy MacManus Masius. In the summer, the commercial tv network recorded revenue increases of up to 31%, he says.

A new commercial tv channel, Channel 4, and the growing acceptance of breakfast tv, helped beef up the spending here. But in autumn it dropped off, leaving some to speculate that business confidence was beginning to wilt.

Growth is expected to slow down significantly in 1985, maybe to 3%. "Corporate profitability is slowing down, which affects advertising expenditures," says Mike Waterson, research director at the Advertising Assn.

Ad spending in Germany is slightly better than was forecast this summer, when the industry turned pessimistic because of long metalworking and printing strikes. The German Advertising Federation says total advertising outlays reached $5 million in 1984, a 3% increase over 1983.

Japan is in the same boat as Germany, where steady growth has been the standard for five years. Ad spending is up about 4% in 1984, according to a Dentsu executive.

Despite the increase, two groups significantly cut back their spending in 1984.

The candy industry curtailed advertising after extortion attempts against Ezaki Glico and Morinaga. And personal loan companies, traditionally big ad spenders, were hit by a wave of bankruptcies, which caused their spending to drop 40%.

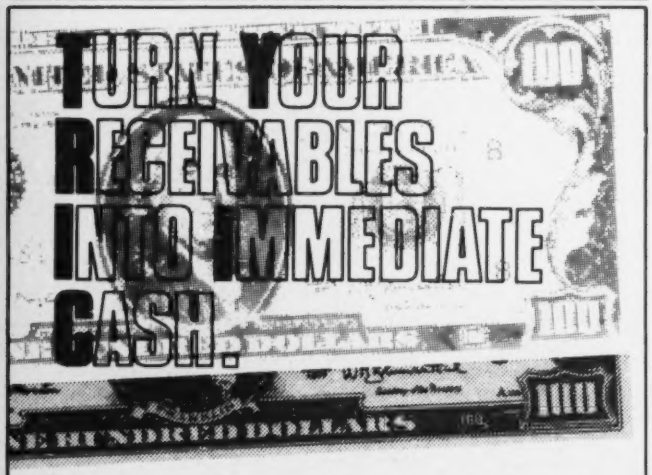
Ad spending in 1985 is expected to grow between 3% and 4%, according to the Japan Advertising Federation.

It looks like Mexico may get out of its negative ad spending cycle this year. Spending in 1984 is expected to be down only 8%, but this is a considerable improvement over its 40% drop in 1983. The outlook for 1985 is an inspiring zero growth. "It's a reflection on the improving economy," says Mr. Coen.

Advertisers in Brazil are hopeful that 1985 may develop into a positive year, pointing to the heavy ad spending increase in the last quarter of 1984 following the satisfactory outcome of the government's debt negotiations with the International Monetary Fund. However, for the whole of 1984, spending fell between 20% and 30%.

Ad spending in South Africa was flat in 1984, and some estimates put it as low as -4%. The country has been hard hit by media inflation, which is running at about 17%, and a new 10% ad tax. The outlook for 1985 again is zero growth, but this could turn out differently, some say, if new tv channels open up and lure advertisers into increasing their budgets.#

This report was compiled by Valerie Mackie in Chicago, with contributions from Letitia Baldwin, Mexico City; Jack Burton, Tokyo; Phil Hill, Paris; Sean Milmo, London; Mary McKinney, Sydney; Julia Michaels, Sao Paulo; Dagmar Mussey, Duesseldorf, and Des Kilalea, Johannesburg.



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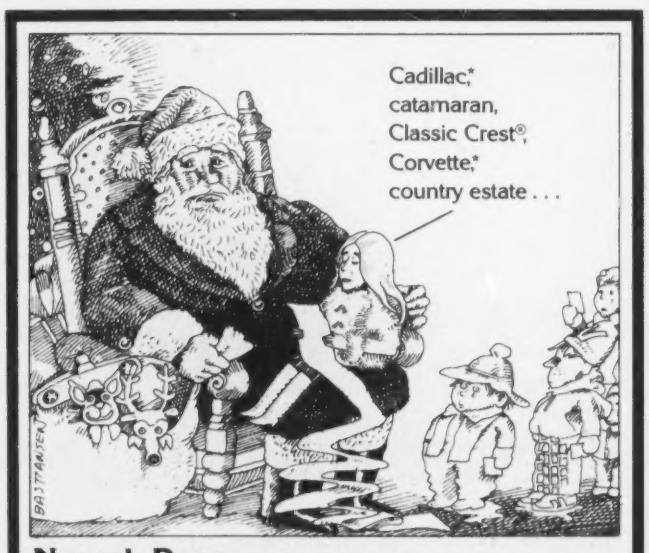

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Ad pages in farm publications for 12 months, 1984-83

Fourth-quarter and year-to-date-figures for U.S. and Canadian publications reporting to Advertising Age

	Pages			
	Oct.-Dec. 1984	Oct.-Dec. 1983	Jan.-Dec. 1984	Jan.-Dec. 1983
Canadian				
Country Guide:				
Eastern Edition	120.3	115.8	500.8	503.9
National Edition	181.2	176.6	914.6	949.9
Western Edition	127.8	135.4	644.0	633.0
Le Bulletin des Agriculteurs	—	—	—	—
Total Group	429.3	427.8	2,059.4	2,086.8
% change	+0.3%		−1.3%	
Dairy & livestock				
Beef Magazine A.	175.0	198.5	753.9	809.6
Beefweek	182.4	228.8	824.5	641.3
The Cattleman	320.5	341.8	1,292.7	1,318.5
Dairy	57.6	99.4	297.4	353.8
Dairy Herd Management	77.8	103.6	425.0	549.6
Drovers Journal (52X) A.	264.4	268.1	1,257.3	1,157.5
Farm Progress Hog Producer	16.8	20.9	82.5	107.5
Feedlot Management	66.5	108.3	274.0	377.9
Florida Cattleman	269.3	269.6	944.3	951.8
Hoards Dairyman (23X) A.	147.7	173.0	744.6	848.4
Hog Farm Management	91.3	132.1	323.6	443.5
National Hog Farmer	241.4	262.4	800.6	910.7
Pig American	59.8	64.3	229.8	259.5
Pork '84	97.0	91.1	316.2	263.7
Premier Hog Producer (6X) A.	20.9	21.6	61.1	71.2
Southern Beef Producer (8X)	33.9	41.2	157.0	136.2
Sunbelt Dairyman (6X)	13.8	16.8	62.3	67.1
Western Livestock Journal	Weekly:			
Central Edition	133.5	104.0	428.9	403.6
Western Edition	143.9	128.8	465.6	456.6
Western Livestock Reporter	118.4	140.0	494.7	586.7
Total Group	2,531.9	2,814.3	10,236.0	10,714.7
% change	−10.0%		−4.5%	
Fruit & vegetable				
American Fruit Grower	83.3	105.4	487.0	483.2
American Vegetable Grower	110.4	150.4	490.3	510.5
Citrus & Vegetable	112.0	118.0	537.6	479.4
Total Group	305.7	373.8	1,514.9	1,473.1
% change	−1.8%		+2.8%	

	Pages			
	Oct.-Dec. 1984	Oct.-Dec. 1983	Jan.-Dec. 1984	Jan.-Dec. 1983
General farm publications				
American Agriculturist	67.4	88.8	340.9	385.0
California Farmer (21X) A.	130.7	159.3	629.7	763.7
Farm Futures A.	65.4	91.8	310.7	344.5
Farm Industry News (10X)	85.5	97.4	472.6	397.1
Farm Journal (14X)	153.6	161.0	772.0	727.2
Florida Grower & Rancher	54.8	47.1	206.7	187.3
Farmer-Stockman Unit:				
Oklahoma Farmer-Stockman	29.6	29.7	159.8	162.2
Texas Farmer-Stockman	31.7	28.8	146.4	149.1
Harvest Publishing Unit:				
Kansas Farmer (21X)	104.5	113.0	630.6	637.2
Michigan Farmer (21x)	139.6	146.4	630.0	674.5
Missouri Ruralist (21X)	146.1	132.7	707.9	749.9
Ohio Farmer (21X)	182.4	178.8	825.8	926.1
Pennsylvania Farmer (21X)	116.1	105.6	505.0	555.7
High Plains Journal:				
Eastern Kansas (52X)	507.6	515.1	2,257.3	2,311.0
Colorado	481.5	501.7	2,194.9	2,231.6
Nebraska	480.8	490.7	2,179.6	2,200.9
Oklahoma-Texas	504.4	520.4	2,266.3	2,307.6
Western Kansas	566.7	559.3	2,461.4	2,466.0
Irrigation Age (10X) A.	67.8	51.9	275.4	199.1
Kentucky Farmer	46.9	50.6	265.9	274.0
Lancaster Farming (52X)	1,266.3	1,273.9	5,357.7	5,204.8
Midwest Farm Paper Unit: (24X)				
The Farmer	189.5	202.6	1,110.8	1,182.5
Nebraska Farmer	242.8	263.8	1,405.1	1,403.6
Prairie Farmer A.	239.8	207.6	1,300.5	1,180.8
Indiana Edition	228.5	225.3	1,225.2	1,186.3
Wallaces Farmer (24X) A.	208.7	214.6	1,128.8	1,239.6
Wisconsin Agriculturist (24X)	138.6	165.5	856.5	889.5
Pecan South (6X)	37.8	37.3	80.2	80.1
Progressive Farmer A.	75.9	94.0	650.1	633.7

	Pages			
	Oct.-Dec. 1984	Oct.-Dec. 1983	Jan.-Dec. 1984	Jan.-Dec. 1983
Specialized Agricultural Publications:				
Flue Cured Tobacco Farmer	17.3	24.0	119.2	168.5
Peanut Farmer (8X)	—	—	96.0	109.9
Successful Farming A.	164.2	194.3	714.0	748.4
Tennessee Farmer	24.6	26.7	142.6	165.1
Wyoming Farmer-Stockman	—	—	—	—
Western Unit Farm Magazines:				
Arizona Farmer-Ranchman	46.0	63.6	263.1	310.9
Colorado Rancher & Farmer	62.9	84.2	420.6	420.4
Western Farmer-Stockman Magazines: (24X)				
Idaho Farmer-Stockman	91.8	107.5	577.4	593.9
Montana Farmer-Stockman	157.4	195.8	852.1	899.3
Oregon Farmer-Stockman	74.1	96.1	430.4	479.8
Utah Farmer-Stockman	67.1	77.7	361.6	411.4
Washington Farmer-Stockman	80.0	93.3	465.6	492.5
Total Group	7,376.4	7,717.9	33,815.4	36,402.7
% change	−4.4%		−1.8%	
Poultry				
Broiler Industry	154.5	151.3	540.9	587.3
Poultry Digest	45.6	55.5	186.9	221.1
Poultry Tribune	60.6	54.0	260.5	277.2
Poultry & Egg News	—	—	—	—
Poultry Times	—	—	—	—
Poultry & Egg Mktg.	—	—	—	—
Total Group	260.7	260.8	988.3	1,085.6
% change	−0.1%		−8.9%	

(X) Represents the number of times published each year; publications are monthly unless otherwise specified. A. Sectional linage included but prorated to circulation of regional editions.

National Decisions unit moves

VIENNA, VA.—National Decisions Systems has relocated its East Coast office here from Wilton, Conn. The new address is 8618 Westwood Center Dr., 22180.

The demographic research and marketing information company is based in Encinitas, Cal.#

McCann's James names two to new deputy slots

By STEWART ALTER

McCann-Erickson was expected to name a new general manager for its New York office. Instead, it named two deputy managers.

Promoted to the deputy manager posts are senior vp-management reps John Dooner Jr., 36, and Michael Sennott, 43 (AA, Jan. 10).

In a related move, senior vp-management rep Ian Hooper, 43, has added responsibility, with McCann's March Direct Marketing subsidiary reporting to him.

The new dual leadership arrangement is not unusual at McCann/N.Y., which also has two creative directors, Ira Madris and Bruce Nelson. What is unusual is that neither Mr. Dooner nor Mr. Sennott has run an office before.

Robert James, president and ceo-designate, McCann-Erickson Worldwide, said the two deputy managers "will be more than directors of account service. We do look to them to provide leadership in the New York agency."

But at the same time, Mr. James has not fully relinquished the acting general manager role he took on when James Kuras left in August to join Needham Harper Worldwide as president of its New York office.

These are the first personnel moves Mr. James has made since becoming chief executive officer in March (AA, Dec. 20).

Some observers interpret Mr. James' caution as allowing him to establish leadership in the $280 million New York office while also leaving his options open. It is known that finding an operational head for the U.S. agency is one of Mr. James' top priorities.#

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